

Prior to examining the subject application, please amend it as follows.

In the Claims

Please cancel claims 3, ~~9~~, ~~10~~, 13, 14, and ~~17~~.

Please amend claims 2, 4, 8, 11, 12, 16, and 18 as follows:

2. (Once Amended) A method for providing advertising, the method comprising the steps of:

a1
 providing a hand-held electronic device having a central processing unit, random accessible memory, a mother board, a viewing screen, and data entry means;
 providing software for operating the device;
 providing means for advertising, the advertising being viewable on the viewing screen, the advertising being permanently stored on the device; and,
 updating the advertising via updating the software.

a2
4. (Once Amended) The method of claim 2, wherein providing a hand-held electronic device having a central processing unit, random accessible memory, a mother board, a viewing screen, and data entry means comprises the step of:

 providing a hand-held electronic device having a central processing unit, random accessible memory, a motherboard, a viewing screen, a signal converter, and data entry means.

a3
8. (Once Amended) A hand-held electronic device having a central processing unit, random accessible memory, a mother board, a viewing screen, data entry means, the device comprising:

 at least one advertisement, the at least one advertisement being viewable on the viewing screen, the at least one advertisement being permanently stored on the device;
 a signal converter;
 printing means; and,
 updating means for updating the at least one advertisement.

11. (Once Amended) The device of claim 8, wherein the at least one advertisement is chosen from one or more of the group comprising color highlighting of associated product, color background graphics identifying the product, video, animation, splash screen displayed in between a prescribing session, audio, audio visual, printable discount coupons, and printable company logo.

04 12. (Once Amended) A method for advertising, the method comprising the steps of:

providing a hand-held electronic device; and,
providing at least one electronic banner advertisement on the device, the advertisement being permanently stored on the device;
transmitting prescription information;
printing prescriptions; and,
printing the at least one advertisement on the prescription.

16. (Once Amended) A computer readable medium containing instructions for controlling a computer system to perform a method, the method comprising:

05 providing at least one electronic banner advertisement for an electronic hand-held device, the at least one advertisement being permanently stored on the electronic hand-held device; and,
updating the at least one advertisement.

18. (Once Amended) The computer readable medium of claim 16, wherein providing at least one electronic banner advertisement for an electronic hand-held device, the at least one advertisement being permanently stored on the electronic hand-held device, comprises:

06 providing at least one electronic banner advertisement for an electronic hand-held device, the at least one advertisement being permanently stored on the electronic hand-held device, the device having a central processing unit, random accessible memory, a mother board, a signal converter, and data entry means.